RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #336660
Mr. R. Kirst
E. P. KIRST & SONS

SALEM TEAR TAPE PROMOTION #800438: JULY - SEPTEMBER

Dear Rick:

Attached are **July** orders for *Salem .30¢ Tear Tape* product. 40-Pack Displays (Item #541964 @ 1/SKU) are being shipped with ***July*** *Salem Tear Tape product.* These Displays need to be maintained by participating Retailers for 3rd Quarter Salem Tear Tape distributions: July / August / September (see attached 'Retailer Letter'). This product is being shipped @ .30¢ off-invoice.

RJR will reimburse you **$7.00** per promoted 6M case for all displays packed and shipped to retail on a timely basis.

Display Detail / Item #541964

SKU CUBE:	**0.5020**
SKU WT (w/o Product):	**1.1350 lbs**
Retail Sales Offers per SKU:	**40 units**
Billing per SKU:	**4 Cartons**

PARTNERS 'BONUS' REPORTING DESCRIPTION	S A L _ 9 8 _ . 3 0 / _ 1 P K _

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: K. Jurgensen
Enc. Retailer Letter
Retail Customer List

30TRSAL.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/nsly0000

E. P. KIRST & SONS

JULY DELIVERY
SALEM TEAR TAPE

UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JUNE PRODUCT DISTRIBUTION TO MEET JULY DISTRIBUTION AS NEEDED

PO #070198-S

67 SKUs of Displays (Item #541964)

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	3
12300-24195	*Full Flavor 100*	3
12300-24196	*Light*	4
12300-24197	*Light 100*	3

PRODUCT / DISPLAYS ARRIVAL:	JULY 1, 1998
SHIP DATE TO RETAIL:	WEEK OF: JULY 13, 1998
EFT $ AMOUNT:	$4,219.92
PACKING / SHIPPING PAYMENT	$91.00 (13 (6M) promoted case(s) @ $7.00).

JULY Drive Period 807 / Promotion #800438

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULY DELIVERY

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Source: https://www.industrydocuments.ucsf.edu/docs/nsly0000

WHOLESALER : 336660 E. P KIRST & SONS, INC. <DIRECT>
TEMPLATE : 800438 80700 SAL 98 30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162601	162629	034038	HORBINSKI'S SUNOCO	2017 GEORGE URBAN	DEPEW	NY	14043	1	1	1	1	4		928929
162601	162626	301993	GRAVINO MOBIL	2333 GRAND ISLAND	GRAND ISLAN	NY	14072	1	1	1	1	4		936807
162601	162625	374887	W.SIDE LEADER DRUG	315 W FERRY ST	BUFFALO	NY	14213	1				1		916056
162601	162626	398819	CORNER STORE	1091 OLIVER ST	NORTH TONAW	NY	14120	1	1	2	4	8		903617
162601	162629	401511	TOM MANKO MOBIL	1180 FRENCH RD	CHEEKTOWAGA	NY	14227	1	1	1	1	4		937276
162601	162625	473626	CLINTON SUNOCO	3502 CLINTON ST	WEST SENECA	NY	14224	1	1	1	1	4		902551
162601	162622	561196	HIGHLAND PLAZA SERV	1235 COLVIN BLVD	BUFFALO	NY	14223	1	1	1	1	4		936880
162601	162629	578832	RIVERSIDE MOBIL	16 ONTARIO ST	BUFFALO	NY	14207	1	1	1	1	4		926808
162601	162625	579111	CFM #33-102	1850 UNION RD	WEST SENECA	NY	14224	1	1	2	1	5		920397
162601	162625	587346	BEST MART	239 S ELMWOOD AVE	BUFFALO	NY	14201	2	1	1	1	5		932582
162601	162629	598999	JOLLY ROGER	580 DICK RD.	DEPEW	NY	14043	1	1	1	1	4	2599-0000	930479
162601	162629	624657	FAST STOP FOOD	326 MILITARY RD	BUFFALO	NY	14207	1	1	1	1	4		
162601		626715	ONTARIO EXPRESS	430 ONTARIO STREE	BUFFALO	NY	14207	1				1		934265
162601	162626	634311	DELGROVE SERVICE CT	402 DELAWARE AVEN	TONAWANDA	NY	14150	1	1	4	1	7		932764
162601	162626	645752	T.M. CALLAHAN SUNOC	1837 LOVE ROAD	GRAND ISLAN	NY	14072			2	1	3	0362-0102	
162601	162629	753315	S.PERSAUD MOBIL	4801 BROADWAY	DEPEW	NY	14043	1	1	1	1	4		
162601		777478	T-MART	2202 HYDE PARK BL	NIAGARA FAL	NY	14305	1	1	1	1	4		
162601	162625	784801	JOLLY ROGER	214 PORTER AVE	BUFFALO	NY	14201	1	1	1	1	4	2599-0000	
162602	162630	058775	MIDNIGHT EXPRESS	629 E MAIN ST	BATAVIA	NY	14020	1	1	1	1	4	5569-0000	932459
162602	162624	075092	MIDNIGHT EXPRESS	6316 TELEPHONE RD	PAVILION	NY	14525	1	1	1	1	4	5569-0000	932467
162602	162629	128521	MANKO MOBIL #08390	3550 GENESEE ST	CHEEKTOWAGA	NY	14225	1	1	1	1	4		932491
162602	162622	128604	APLUS MINI MARKET	13320 BROADWAY ST	ALDEN	NY	14004	2		2		4	0362-0102	918250
162602	162621	215090	MIDNIGHT EXPRESS	3875 BUFFALO RD	ROCHESTER	NY	14624	1	1	1	1	4	5569-0000	932475
162602	162629	396782	CLEVELAND-HILL DRUG	1479 KENSINGTON A	BUFFALO	NY	14215		15			15		929620
162602	162630	422961	THE E-Z SHOP	183 N MAIN ST	LYNDONVILLE	NY	14098	1	1	1	1	4		
162602	162622	504235	WETZEL'S MOBIL	1810 MAPLE RD	WILLIAMSVIL	NY	14221	1	1	1	1	4		934273
162602	162630	504309	ROBINSON'S MINI MAR	6517 BROCKPORT SP	BROCKPORT	NY	14420	2	2	2	2	8		
162602	162630	571569	CFM #33-049-2	204 MAIN ST	BROCKPORT	NY	14420	1		1		2		
162602	162625	578827	ELMWOOD MOBIL	1137 ELMWOOD AVE	BUFFALO	NY	14222	1	1	2	2	6	1449-0000	926790
162602	162629	628970	TRADE FAIR FOOD MAR	1345 EAST DELEVAN	BUFFALO	NY	14215	2	2	2	2	8		929489
162602	162630	683165	MIDNIGHT EXPRESS	3512 BROCKPORT SP	SPENCERPORT	NY	14559	1	1	1	1	4	5569-0000	938076
162602	162624	765209	MIDNIGHT EXPRESS	7940 E MAIN RD	LE ROY	NY	14482	1	1	1	1	4	5569-0000	932442
162602	162622	765289	WETZELS STATION	1105 WEHRLE DR	WILLIAMSVIL	NY	14221	1	1	1	1	4		935130
162602	162622	765343	BUSY MART	211 E MAIN ST	ATTICA	NY	14011	1	1	1	1	4		
162602	162621	792497	GILL'S SUNOCO	2206 BUFFALO RD	ROCHESTER	NY	14624	1	1	1	1	4		
162602	162621	923833	MOBIL MART/F	1508 BUFFALO RD	ROCHESTER	NY	14624	1	1	1	1	4		
162602	162629	961467	FRANKS MOBIL	3198 MAIN ST	BUFFALO	NY	14214	3	1	3	1	8	1449-0000	926824
162603	162623	063801	LUTZS MCKINLEY MOBI	4479 LAKE AVE	BLASDELL	NY	14219	3	3	3	3	12		908822
162603	162625	396966	CFM #33-012	3045 S PARK AVE	LACKAWANNA	NY	14218			2	2	4		903500
162603	162623	397332	CY'S PHARMACY	2317 BOWEN RD	ELMA	NY	14059	4	4	4	4	16		903914
162603	162623	454519	D & D MOBIL MART	6640 CLINTON ST	ELMA	NY	14059	2	2	4	2	10		918755
162603	162623	487529	TOWN HALL MOBIL	5999 S PARK AVE	HAMBURG	NY	14075	1		3	2	6		909382

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WHOLESALER : 336660 E. P. KIRST & SONS, INC. <DIRECT>
TEMPLATE : 800438 80700 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162603	162623	496770	NUNN'S AUTO & TIRE	255 BUFFALO ST	HAMBURG	NY	14075	3	3	3	3	12		919530
162603	162623	534802	HORVATH'S MOBIL	3326 LAKE SHORE R	BUFFALO	NY	14219	2	2	3	2	9		907236
162603	162623	563955	E. AURORA MOBIL	56 HAMBURG ST	EAST AURORA	NY	14052	1	1	2		4		904565
162603	162623	578687	D & D MOBIL INC./F	661 JAMISON RD	ELMA	NY	14059	2		4	1	7		903922
162603	162623	579853	MOBIL EMPIRE STATE	3225 ORCHARD PARK	ORCHARD PAR	NY	14127	1		2	1	4		920215
162603	162625	633285	GEMMATI'S APLUS MIN	1442 UNION ROAD	WEST SENECA	NY	14224	2	1	4	1	8	0362-0102	
162603	162623	693312	CFM #33009	501 SUNSET DR	HAMBURG	NY	14075	1	1	1	1	4		
162603	162625	697271	SUNOCO	3030 SENECA ST	WEST SENECA	NY	14224	2	2	2	2	8		
162603	162625	697276	REESE'S CONV MARKET	1005 ABBOTT RD	BUFFALO	NY	14220	2	2	2	2	8		903351
162603	162625	699105	MOBIL WHIP	697 ORCHARD PARK	WEST SENECA	NY	14224	1	1	2	1	5		924563
162603	162625	765453	ABBOTT NEWS	516 ABBOTT RD	BUFFALO	NY	14220	2	2	2	2	8		900068
162603	162623	765471	HOGGS DAIRY LAKEVIE	S-5357 LAKESHORE	LAKE VIEW	NY	14085	1	1	1	1	4		907121
162603	162623	765565	LUTZ MOBIL	5073 CAMP RD	HAMBURG	NY	14075	3	2	9	4	18		908798
162603	162625	778416	ABBOTT CONVENIENCE	1849 ABBOTT RD	LACKAWANNA	NY	14218			2	1	3		
162604	162624	438832	C-STORE	640 PITTS-VIC RD.	PITTSFORD	NY	14534	1	1	1	1	4	2599-0000	930537
162604	162624	661155	MIDNIGHT EXPRESS	3932 SCOTTSVILLE	SCOTTSVILLE	NY	14546	1	1	1	1	4	5569-0000	935718
162606	162628	313882	ROBO ENTERPRISES	111 MARION ST	JAMESTOWN	NY	14701	1	2	4	1	8		911271
162606	162225	407427	UNION NEWS INC.	213 N UNION ST	OLEAN	NY	14760	2	1	2	1	6		914028
162606	162628	484511	U.S. NEWS SOUTH	712 FOOTE AVE	JAMESTOWN	NY	14701	2	1	1		4		919555
162606	162628	584385	U.S. NEWS	107 W 3RD ST	JAMESTOWN	NY	14701	1	1	2	3	7		913970
162606	162628	617414	US NEWS	1393 EAST 2ND ST	JAMESTOWN	NY	14701	1	1	1	1	4		921726
162606	162628	624638	LAKEWOOD CONVENIENT	184 E FAIRMONT ST	LAKEWOOD	NY	14750	1	1	1	1	4		
162606	162623	658350	YELLOW GOOSE #7	14 N ERIE ST	MAYVILLE	NY	14757	2	2	4	1	9		922963
162606	162628	681136	MOBIL	2805 N MAIN EXT	JAMESTOWN	NY	14701	1		1		2		926467
162606	162623	764451	WEBER CITY MKT	RT 16	YORKSHIRE	NY	14173	2	2	2	2	8		914648

PAGE BREAK TOTAL ACCOUNTS	67	TOTAL QUANTITY	89	88	121	85	383	

TEMPLATE TOTAL ACCOUNTS	67	TOTAL QUANTITY	89	88	121	85	383	

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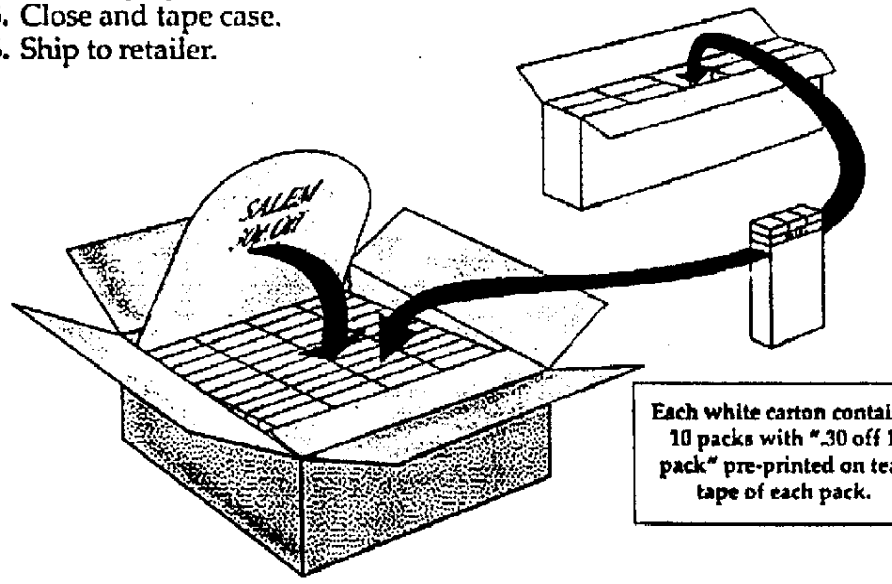
WHOLESALER PACKING INSTRUCTIONS

SALEM TEAR TAPE | **3RD QTR.'98**

July SALEM 30¢ OFF 1 Pack Tear Tape

STEPS

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Each white carton contains 10 packs with ".30 off 1 pack" pre-printed on tear tape of each pack.

Item: # 541964

MSA Promotion Reporting Description: SAL 98 .30/1 PK

Brand Style						
Number of Cartons						

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Source: https://www.industrydocuments.ucsf.edu/docs/nsly0000

Salem '98

30¢ Off Pack Promotion

NOW OFF-INVOICE

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY

item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated

item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS

NEW FOR '98!

item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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